

AMENDMENT TO THE ABSTRACT OF DISCLOSURE:

Please delete the previous Abstract as follows:

ABSTRACT OF DISCLOSURE

~~A functionally integrated consumer product and service brand marketing communication system and method which enables manufacturers, retailers, their respective agents, and consumers to carry out four basic product related marketing communication functions along the demand side of the retail chain, namely: enabling manufacturers' marketing, brand and/or product managers to create and manage a composite brand image for each consumer product being offered for sale in both physical and electronic marketplaces; enabling manufacturers, retailers, and their advertising and marketing agents to display consumer product advertisements to consumers, at or near the point of purchase or sale within both physical and electronic retail shopping environments, in a way which is guaranteed to project the manufacturer's intended brand image while positively influencing product demand; enabling retailers, manufacturers, and their marketing and promotional agents to promote consumer products with consumers within physical and electronic retail shopping environments in order to positively influence (i.e. reduce) the supply of such products in inventory and promote sales and profits; and enabling consumers to request and obtain reliable information about a manufacturer's product in order to make informed/educated purchases along the demand side of the retail chain, while enabling retailer purchasing agents to request and obtain reliable information about a manufacturer's product in order to make informed/educated purchases along the supply side, thereby influencing product demand in a positive manner.~~

and add the new Abstract of Disclosure as follows

ABSTRACT OF DISCLOSURE

--An Internet-based product brand marketing communication network allowing members of a consumer product brand management team to communicate directly with consumers present

at HTML-encoded pages of an electronic commerce (EC) enabled Web-site along fabric of the World Wide Web (WWW), using programmable Multi-Mode Virtual Kiosks (MMVKs) driven by server-side components and managed by product brand management team members and/or authorized parties. When a consumer's Web browser encounters an MMVK tag along the WWW, the MMVK is generated and automatically plays through its display modes, inviting and allowing the consumer to review and interact with advertising spots, promotional spots, and brand information resources displayed within the GUI of the MMVK, along the fabric of the WWW where the MMVK has been installed. Web-based subsystems are provided for programming these display modes. --